

# THE GLEICHEN CALL

VOLUME 40 NO. 36

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GLEICHEN, ALBERTA, WEDNESDAY NOVEMBER 19, 1947

SUBSCRIPTION \$2.00 PER YEAR

## Film on Weekly Newspaper Will Be Widely Distributed

The vital role of the Canadian weekly newspaper in the life of the community and the nation soon will get recognition on the motion picture screen. A film, still untitled and currently in the stage of being edited, is to be produced by the National Film Board depicting the important position held in each community by its weekly paper.

When released, the film will be available to film councils and film libraries and is being considered for release to theatres. It will also get nationwide wide screening on the extensive system of rural circuit. Eventually it will be given international distribution through the board's foreign offices, Canadian embassies, legations and trade commissioners' offices. In this it will probably be produced in a number of foreign languages and may go to as many as 70 countries other than Canada and the United States.

NFB's film on the weekly newspaper of Canada will not be a mere screen document of the mechanics of publishing a paper. Of necessity, it will show the operations of publishing but the principal aim of the production will be to emphasize how vitally the paper and its editor and staff enter into community life and activities. Rather than leap from one place to another and try to cover all of the hundreds of weekly newspapers in the Dominion—a task that would result in confusion and defeat the purpose of the film—the production will centre around a single publication and use it to tell the story of all weeklies. Morten Parker, NFB director and his production crew spent several weeks filming the community and neighboring countryside at Vernon, B.C., concentrating on the Vernon News. This news, well known to all weekly publishers and editors was selected as representative of all Canadian weeklies. Release date for the film have not been set.

### LOOKING BACK

(From the Journal of Accountancy)  
In looking through some old papers I found some office rules dated 1850, which included such items as the following:

"The employee who is in the habit of smoking Spanish cigars, being shaved at the barber's, going to dances and other places of amusement, will surely give his employer reason to be suspicious of his integrity and honesty."

"Each employee must not pay less than \$5 per year to the church and must attend Sunday School regularly."

"Men employees are given one evening a week for courting and two if they go to a prayer meeting."

"After 14 hours of work in the office, the leisure time should be spent most in reading."

"Now, in 1896, we feel that we allow our people very possible freedom. Fifty years from now it will be impossible however, to impose upon the employees of our offices some of the restrictions that were now imposing such, for instance as our general requirement that our young ladies should wear sleeves to the wrist and dresses the neck with an appropriate number of petticoats."

Concrete that you can cut with a saw, and that will hold nails and screws, is described by E. B. Martin, extension agricultural engineer for the Alberta department of agriculture in his new leaflet, "Cement-Sawdust Concrete." Ordinary concrete dries in poultry houses, pigsties, barns are cold, hard and often damp. Its weight is about one third that of ordinary concrete and its high shock absorbing properties make it very desirable for floors of animal shelters. It is fire resistant and withstands temperatures up to 250 degrees Fahrenheit. Cement-sawdust concrete is a mixture of portland cement, sawdust and water with a portion of sand often added to increase resistance to wear. Its use and how to make it are described in detail in the leaflet now available from the Extension Service of the Alberta Department of Agriculture, Edmonton.

Want ads are not on strike. Send your ads to the Call office.



A charming picture of Her Royal Highness Princess Elizabeth and Lieutenant Philip Mountbatten, R.N., whose marriage takes place today.

## Do You Remember 20 And 40 Years Ago

John Lunn left Tuesday afternoon for St. Paul de Miria, accompanied by his wife and family. He has been a resident of Gleichen for five years working with the staff of the Bank of Commerce.

R. M. Staback left Monday night for Calgary where he has accepted a position with a wholesale firm. He continues to hold his interests in the firm of Staback & Brown.

Alvin J. McLeay vice-president and managing director of the Oil Producers Corporation of Canada was in town last week and is talking of driving a well for oil.

Mrs. J. Tossler who has been visiting her sister, Mrs. Menard for several weeks has left for her home in Tacoma, Wash.

Mrs. Michael and Mrs. Downey were visitors for a week in Lethbridge where they spent a most interesting and enjoyable time.

Monday afternoon F. Owen's Touring car was taken from near his place of business while a lot of people passed by. Later the car was reported thirteen miles north of town and still going strong.

The amount of traffic of Sunday on the road going north from town would shame a crowded city street. With horse drawn grain trucks, motor trucks hauling grain and motor cars going home or coming to town, raised such great clouds of dust careful driving was necessary in order to weave in and out among the slower moving vehicles.

Doug Young left last week for Kitchener, Ont., where he is wanted to play professional football. Doug will some day make Gleichen famous.

### FOURTY YEARS AGO

Hayes Bros, new farm house north of town has been completed and is now occupied. Bob McMillan who built it states it is a good sized building and very comfortable.

M. Brown has arrived from Nebraska and is preparing to open a general store at Namaka and put in a lumber yard. He has ordered nine car loads of lumber and will start at once the erection of a store building.

A meeting of the Board of Trade was held in J. J. Marshall's office with President Emil Gleichen as its chair. The names of Messrs. Hemmich and H. Hogan were duly voted upon by members of the board.

Canon Stocken wife and family returned Saturday from a visit to Vancouver and other coast points. The Shamrock Threshing Co. moved their new machine from the station on Monday to Cass, Evans' farm to start threshing.

## LOCAL NEWS ITEMS OF THE TOWN AND DISTRICT

Mr. and Mrs. T. Froggatt and son Jimmie moved to Cereal in their own car last week where they visited Mr. Froggatt's father over the weekend.

Miss D. Brown who has been holidaying for the past month returned to her position on the nursing staff at the Blackfoot Indian hospital Sunday.

Despite the cold weather of the past week good progress has been made in getting the roof on the new curling rink. Getting the rafters and cross pieces in place was a slow tedious job. Covering the roof with sheathing is a giant job to cover the vast area.

Monday was the coldest day yet for the boys on the job but they made good progress. We suppose in two or three years time the boys will tell how they put the roof on in below zero weather. In ten years time 25 below and in 20 years 40 below.

Recently Laurie Brown jumped at a truck and in doing so fractured a couple of bones in his foot. His foot is now in a plaster cast and he navigates around town with the aid of a cane.

J. A. McArthur and several other councillors of the Bow Valley M.D. left for Edmonton Sunday to attend a convention of the municipal districts of the province.

The first below zero weather of the season struck town Sunday night. At seven o'clock Monday morning 10 below zero was registered by ordinary thermometers. With several inches of snow on the ground it looks as if winter is here to stay.

Denying reports that the Second Series Canada Savings Bonds have been withdrawn from sale the Hon. Douglas Abbott Minister of Finance, said the new security would continue to be available until further notice.

The terms of issue specified that the new bonds could be withdrawn at any time after November 1st, but no decision has yet been taken on the date of withdrawal. From reports compiled by the Bank of Canada it is clear that buying by the general public is continuing and that some purchases under the payroll savings plan have yet to be recorded.

Properly conducted competitive sports are essential to development of young people. It is pointed out that the competitive games will teach youngsters that they are members of society and sports show players that others have large capacities, ambitions and feelings similar to their own.

## December Survey Canadian Livestock Now In Progress

During the last week of November thousands of farmers throughout Canada will receive live stock and poultry survey forms with a request to fill in the information concerning the live stock operations on their own farms. The agricultural division of the Dominion Bureau of Statistics in co-operation with the several provincial departments of agriculture is collecting this information. From the returns received from farmers estimates of the number of live stock in Canada at December 1, 1947 will be obtained. In addition, information will be obtained with respect to the disposition of live stock during the last six months i.e., marketings, killed on farms, and natural deaths. Questions are also being asked about future intentions to market.

As in former years the success of the survey will depend to a great extent upon the co-operation received from farmers in filling out and returning the forms. A large number of returns is needed in order that a representative sample of the live stock industry may be obtained for each of the provinces. From this sample it is possible to estimate the changes in numbers from the year previous. This year the bureau is introducing a new type of form which will be easier for the farmer to fill out.

The information obtained from this survey is used extensively throughout the year. The world food and agriculture organization depends upon the bureau to supply up-to-date figures of Canada's agricultural industry. The bureau is also the official source of statistical information which is used by governments, farm organizations and industry to plan future operations. It is in the farmers own interest that a true picture of farm conditions be obtained and for this reason the co-operation is solicited, complete and return the forms as soon as possible.

The information that farmers provide to the bureau is kept strictly confidential. The farmer is protected by law against misuse of his returns and his individual form is seen only by workers in the Dominion and provincial agricultural statistical offices.

### ST. ANDREW'S CHURCH

Sunday, November 23,  
Morning prayer 12 noon,  
Rev. D. A. Fox, A. A., B.D., (Incumbent)

### MY TOWN

A man or woman should take great pride in the town where they live. If the cannot because of gross blunders take pride there is only one thing that a true man can do and that is thoughtfully and industriously work to make the town better. The thing we have in mind is this, "there is something gravely wrong and out of joint in the life of a person who continually finds fault with the place where he lives."

To put it in its simplest terms the place feeds, clothes him and gives him a home. Now what is so logical in one's life that a person not local here is falling down in one of his major obligations. Yet we often hear of a man who always knows everything about his town. He knows no good. The people are small fry. The institutions are moss backs. The spirit is fierce. It is a poor place. Now the easiest thing to say to a man of that sort is to suggest that in following out the simple logic of his thoughts he just move on. "Go some place else where things are more to your liking." But that of course would be fair or kind. And, too, a moment's thought brings to the truth of the matter. What is a person like that any place would soon become a place like he thinks his present home to be. It is not in the place, it is in the person. What can a man do to make his town better. In simple straightforwardness bring a rifle to test it is a great idea. I'd you will be surprised to find how quickly and truly it becomes a great place. The people will welcome to you "fine folks." The institutions will be in the true light of simply struggling to be what they ought to be. The spirit of the place will change and be like your own improved "spirit." But your town it's you. And the place will no longer be a sick town. It will become to you in a very fine way "my town." Every good citizen believes in

### PREPARE FOR NEXT YEAR

Preparation for next year's crop should include a Seed Test. That's a germination test made on your seed—NOW!

Our Agricultural Department make such tests free of charge.

If you have an agricultural or marketing problem consult our agent who will refer it to us for consideration and advice.

### PIONEER GRAIN COMPANY LIMITED

**YOU'LL GET LONG SERVICE FROM THIS ATLAS BATTERY IN YOUR TRACTOR**

**WHY TAKE CHANCES ON a weak, worn-out battery that may give up the ghost without warning and cost you valuable time in the busiest season? Replace it now with a dependable Atlas Battery. Atlas Batteries are backed by Imperial Oil's excellent service. They can be promptly and efficiently serviced when necessary by your Imperial Oil dealer or agent. See him now about a new Atlas Battery for your car, truck, or tractor.**

### Oil Filters

Your tractor service manual explains the need for frequent changes of oil filters. Atlas Oil Filters are efficient and economical. Oil filters made from your Imperial Oil Dealer or Agent.

### IMPERIAL OIL LIMITED

Farm Division

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OUR COMPLETE SHORT STORY—

# The Technical Point

By Richard Dewitt Carr

AFTER the waiting, Greg should have been glad to see her. The reflection looked at him from the mirror behind the soda fountain. She was toying with a brownish-looking drink. He carefully noted the light hair that was neither blonde nor brown, the clear features and the creamy skin. To Greg, these were important details, they fitted the description, but the very fact left him uneasy. He must be sure.

He sipped his own drink and waited. Presently, she picked up her check and moved behind Greg and the other people sitting at the counter. She paid at the cashier's desk and stepped through the street door. Timing his movements so that he could be a few paces away and still observe, Greg followed.

There was something elusive, exciting about her. Perhaps it was the assurance in the click of her heels, the swing of her walk, or the way the sun played golden-haze in her hair. So this girl had to be Laura King!

Once she turned half about, glanced back, and he wasn't sure she

hadn't noticed him. About five minutes and two city blocks later, her feet halted, moved on the flow of people and turned into the station. Because it was less crowded here, Greg carefully lengthened the distance that separated him from her. But he kept his eyes on her, through the street floor and on, up the long steps that led to the trains.

The waiting room held no interest for her. She didn't stop until she reached the train platform.

She had, Greg reasoned, also timed herself perfectly, for a train gate was opening and she seemed now to be searching for a familiar face among the passengers filtering past. She fingered the long strap on her bag nervously.

He waited until the last person had come through the gate. He was certain now and the time had come. He sauntered over. "Hello, Miss King." His voice was easy, almost gleeful. He nodded toward the silver shield in his half-opened hand.

"Yes," she said, "I understand." The thin announcer's voice broke blatantly from the amplifiers. A Greg dragging a load of baggage invited by them. A gate clanged shut.

Greg had always liked his job. Unpleasant at times? Certainly it was. But Greg, if you don't do your work, there would only be someone else. Someone must always do the unpleasant task.

"Here," he said, taking her arm. "We can sit down."

At one end of the waiting-room was a restaurant. They sat down at a table.

"We have been looking for you quite a while, Miss King." His tone made the words a question.

"I was looking for someone, too," she said quietly.

"Who?"

"The one man who might help me," she said.

"He lived the level steadiness in her eyes."

"And when you found him—he let you down," Greg was startled at the final sound of his own words.

"He said he would be on that train. He promised to meet me."

Greg took a pack of cigarettes from his pocket, offered her one, but she shook her head.

"How could anyone help you?" he

## Saskatchewan Well Represented



(R.C.A.F. Photo)

Saskatchewan is well represented among the first group of Flight Cadets to pass through No. 1 Manning Depot, R.C.A.F. Station, Toronto, to start their careers as aircrew officers in the Regular Air Force. There are 21 in the course, and seven are from Saskatchewan, shown above in a decompression chamber which tests aircrew trainees for altitude endurance. They are (left to right) Flight Cadets G. K. Murray, Ancoed; J. W. Maxwell, Dundas; A. A. Elman, Vonda; C. D. Wilson, Redvers; A. S. Robertson, Wapella; W. D. Houston, Tuxford; and A. J. R. Laurie, Arcola. Of the seven shown above, all but Murray, a direct entrant, enlisted as airman last year in the peacetime force and were selected from the ranks to qualify for aircrew duties and commissions. Several had previously served in the Air Force, having won flying brevets shortly before the end of hostilities.

asked bluntly. "The bank says the entries were made by Laura King." Her face went blank, tense. She leaned forward. "When an executive like Hand Cleverston tells you to do something, you do it. They began to audit the books and he wasn't there—and well I just kept standing at his name on that brass-embossed block on his desk."

She looked down at her hands folded before her on the table. The knuckles were white. "The longer I stared, the more I realized how he had planned, thought it through. I finally reached him by telephone and he said he would talk to me." She looked out toward the train platform. "But, of course, I should have known he wouldn't be on that train."

"We might find him," Greg suggested.

"There's no proof. It's his word against mine. Then everyone will say I'm guilty."

"For a moment Greg watched her closely. Then he got up slowly, deliberately. "Well, Miss King, I guess that's all."

They walked out into the waiting-room and he could feel her hand, light, knocking his coat sleeve. They moved on, followed down the long steps to the street-level. They were passing the open telephone booths and Greg stopped.

"Wait," he said. "I want to call Headquarters."

He dialed. The voice came. It was saying plenty. When it finished, Greg slipped the receiver back on the hook. He turned quickly to the girl.

"They brought Cleverston in to ask him a few routine questions and—" Greg paused, pushed his hat up to a rakish angle. "Cleverston confessed, 'broke down'."

Laura King trembled visibly and turned pale. Her eyes fluttered and she smiled, half-fainted, into his arms.

"There, there," consoled Greg. "Why I won't even have to take you in." He swallowed hard. "The warrant for you was dropped two hours ago, when Cleverston cracked. Technically, I shouldn't have picked you up."

"But I'm glad," she looked up with a weak smile. "I'm glad that you did. Technically, of course."

(Copyright Western Newspaper Syndicate)

**COURT STENOGRAPHER RECORDS OWN EVIDENCE**

MAUCH CHUNG, Pa. — Court stenographer R. Monstach was taking notes in a will contest when he was called suddenly as a witness.

He took along pad and pencil and played a dual role, making a complete record of his own testimony by jotting down questions and answers.

**\$3,000,000 WILL BE OBJECTIVE OF RED CROSS**

MONTREAL—The national objective for the 1948 financial campaign of the Canadian Red Cross Society to be held next March will be \$3,000,000, it was announced recently at the final session here of a two-day meeting of central council members from each province. 2751

**THE TILLERS**

UH, THERE'S LORNA, NOW!

I'M MISS LORNA. I'LL BE GLAD TO HUNT! I'LL TAKE TWO TICKETS. I'VE TAKEN AN INTEREST IN ME!

WELL, I DON'T EXACTLY BUY THEM. I'VE A FELLOW SAVE THEM. HE AND SAID TO BRING MY GIRL!

SINCE I DON'T HAVE A GIRL, IT SEEMED A SHAME FOR THEM TO GO TO WASTE. SO I DECIDED TO ASK YOU!

**it's NEW**

**FLEISCHMANN'S ROYAL FAST RISING DRY YEAST**

ACTS FAST! STAYS FRESH!

Standard Brands Limited  
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## Prairie Briefs

**PORTLAGE LA PRAIRIE, Man.**—Don and Keith Bradley, of Portage, announced that they had disposed of their Holstein herd to Ed Nichol of Bagot, Man., and have purchased a herd of purebred horned Herefords which they plan to show on the western Canada fair circuit next year.

**CANORA, Sask.**—William Tait's claim to distinction is that he owns a nine-hole golf course. In 1930, more because he liked the game than anything, although he can't play today because of rheumatism, Mr. Tait bought a quarter section of land at nearby Crystal Lake, opened the golf course and also about 27 cottages on the lake front.

**WINNIPEG.**—A record production of 9,800,000 chicks was set by Manitoba hatcheries this year. A. F. Durnell of Winnipeg told 150 delegates attending the first Manitoba poultry conference.

**CALGARY.**—The council of the Calgary board of trade has voted against the Canadian chamber of commerce taking action to use its "influence with the federal authorities to authorize and permit the manufacture and sale of margarine in Canada," Eric D. M. McGee, secretary, said.

**ASSINIBOIA, Sask.**—Organized in 1937 with a membership of 80, the Assiniboia Quarter Century association—an old-timers' club—now has a membership of 460. It was reported at the annual social held in the Canadian ration of about 45 pounds for each of their motto "The More We Get Together, the Happier We Are" and to live up to it they hold regular picnics and socials.

**ELECTED BY HEIGHT**

RIJARDEN, Gloucestershire, England.—Because ancient customs decrees that the tallest man in the village becomes mayor for life, colliery worker, Frank Miles, 6 ft. 11½ inches tall and father of eight children got the job.

## RELIEF as you sleep from all the miseries of COLDS

- \* Eases coughing
- \* Loosens phlegm
- \* Helps clear congestion of upper bronchial tubes
- \* Soothes sore throat
- \* Comfortsaching muscles

You get all this relief while you sleep in comfort—when you rub THERMOGENE RUB on throat, chest and back at night. Double-acting. A real blessing—try it! Buy today or write for free introductory tin to Dept. M-87, 296 Richmond St. W., Toronto.

## THERMOGENE RUB

## SLOAN'S LINIMENT

Good for LUMBAGO

JUST PAT IT ON!

## MATTHEW'S SYRUP

For best results follow the instructions exactly

## When your little one catches cold—

Tonight... do what most mothers do to relieve miseries of children's colds. Simply rub warming Vicks VapoRub on throat, chest and back at bedtime. Results are so good because VapoRub's special relief-bringing action starts right away and keeps on working for hours during the night while the child sleeps. Often by morning most misery of the cold is relieved. Remember, Mother... when your children catch cold... be sure you get time-tested Vicks VapoRub.

## For constant Smoking Pleasure

Roll your own with

## "EXPORT"

Cigarette Tobacco

ALSO AVAILABLE IN ½ POUND TINS



"Take it easy, Darling!"

If everybody and everything irritate you, something should be done. Postum—perhaps the caffeine in tea or coffee is the cause. Perhaps you should drink Postum instead!

Postum is a grand drink! No like tea, not like coffee, but so downright delicious you'll love it just for its own sake. And Postum contains no caffeine, nor any other drug to affect heart, nerves or digestion. Made instantly in the cup, it takes less than 1¢ a serving. Try Postum today!



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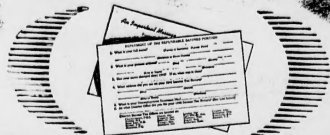
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## Should You Have Completed and mailed This Card?



**IF** you are entitled to repayment of the Refundable Savings Portion of your 1942 Income Tax, AND—

**IF** you live at a different address, or have changed your name due to marriage or other reasons since filing your 1942 Income Tax return, **YOU SHOULD COMPLETE THIS CARD**

*If you have not yet done so please act now...*

All cards should be in the Department by Nov. 30th. Remember! There are complete details of what to do on the cards delivered to each household in Canada during recent weeks. If, for any reason, you did not get your card or an insufficient supply was left at your address, go to your nearest district Income Tax office or your local Post Office, where cards are available.

If you have a change of name or address to report do it now. It will assist in the proper delivery of your cheque!

### DEPARTMENT OF NATIONAL REVENUE

Taxation Division

Ottawa

Hon. James J. McCann  
Minister of National Revenue

The arrival of the season when windows must be kept closed a great deal of the time impels the medical profession and public health authorities to

join in an appeal for care in accommodation sleepers will reduce the danger of modulating sleepers. There should be of attacks of influenza and grippe as much space as room will allow money. Overcrowding is particularly between beds. Adequate space is risky at this time of year.

## HERE AND THERE

Mr. and Mrs. Bliss, nee Miss Anna Marshall, of Olds spent a few days in town visiting with her aunt Mrs. P. Walters.

Clive has purchased the Barney Wood block and has made it into a residence and has moved his family in.

Chuck Bannister of Arrowwood has purchased the waiting room building of the old curling and skating rink. Monday he started the work of tearing it down and moving the lumber to his farm at Arrowwood where he plans to build a garage. Thus another landmark of thirty and more years disappears. Many a hot curling and hockey game was played over in that building. Incidentally many a fight took place in there.

Man (at police station): Could see the burglar who was arrested for breaking into our house last night? Sergeant: Why do you want to see him? Man: I want to ask him how he got in without waking my wife.

Expressions of independence of thought as well as of action are perfectly normal and healthful manifestations in adolescents, say experts. They are merely evidence that the youngster wants to impress upon those about him that he is no longer a mere child. The authorities do suggest, however, that some understanding and careful sympathy and assistance should be extended by elders to help the developing youngster to follow the finer instincts.

The apple has been used as a symbol of truth since the Garden of Eden. Peaches were, long ago, called Persian apples even though they were probably a native of China. There are also three vegetables which have at one time or other been known as apples. Tomatoes were "Love ap-

ples". Rag plant was called "Mad apple" and potatoes were said to be in France still are "ground apples" or pommes de terre. It is believed that the apple as we know it originated somewhere in south western Europe but they are now cultivated in all temperate countries. Several of the most desirable apples have been developed in Canada. Whenever of whatever the origin, the apple is the standby fruit of the Canadian household.

An important United Kingdom drug which may rank among the world's great medical discoveries, has been announced by the medical research council of Britain. This drug is known as Bala, British and Revolto. Its appearance means that arsenic can at last be fully exploited as a drug. Doctors have known for many years that arsenic kills some germs more efficiently than does any other substance. They knew it was of great value in treating chronic skin complaints and nervous diseases. But the use of arsenic has been limited by its own terrible effects on human beings. The arrival of Bala means that these effects can be quickly overcome and often prevented.

A new factory will turn out multi-colored aluminum on a large scale basis. The plant will be capable of handling the largest aluminum sheets. Repetitious patterns, marbling and similar effects can be obtained and colors will not fade or scratch since the dying process has a case-hardening effect on the metal. Colored aluminum products remain bright, a quick dusting will restore their original sheen. The process is being applied to a wide range of subjects including jewelry, fancy goods and electric fine plates. Furniture made of this metal unbreakable.

"Are you the girl who took my place?" "Yes, sir," replied the waitress. "Well I will be darned!" he remarked. "You don't look a day older."

Now is the time to use a Call want ad to sell that surplus equipment.



By D. M. McLEAN, Assistant Director, Line Elevators Farm Service, Winnipeg, Manitoba.

### Pure Seed Pays

It is impossible and unnecessary to overstate and enlarge upon all the advantages to be gained by the use of pure seed of recommended varieties. It is important to remember, however, that off-types and mixtures in field crops may be a source of serious loss just as are culls in poultry and scrubs in livestock.

Some kinds of mixtures may cause loss in yield. Furthermore, they are frequently responsible for lowering the commercial grade. Both of these losses are very important. They directly affect the pocketbook of too many prairie farmers.

The belief held in some quarters that varieties automatically deteriorate in time is false. Varieties deteriorate only as fast as the mixtures in them increase. If purity is maintained, and diseases are controlled, seed need not be renewed.

How Can the Farmer Be Assured of Getting Good Seed? A farmer can be sure he is getting good seed if he purchases Registered or Certified seed of the most suitable varieties. Both classes of seed are subject to strict inspection by government officials and must meet a very high standard of purity. Government and purity tests in government laboratories, followed by further inspection in the field, provide assurance that the seed is up to grade.

Unless complete replacement is necessary due to loss of seed by bad mixing, disease, or of an unsuitable variety, it is wise and economical to buy a small quantity of the best seed available for increase in a special seed plot. This seed plot would then be the source of sufficient pure seed for the general crop the following year.

How to Get Pure Seed. Line elevator agents, authorized distributors for the Province of Manitoba Improvement Associations, will be glad to place your order for pure seed. A risk demand for Registered and Certified seed exists this year. Any delay in placing orders is likely to result in disappointment.

"Somebody's been reading my mind!"



That's what may pop into your head the first time you curve your hands around the wheel of a new Chevrolet and drive smoothly and smartly down the street.

For—short of mind reading on somebody's part—how else could a car have so many features you want? How else could it be so personally and particularly yours?

THE STYLISH in you will spark to the lively lines and colors of that exclusive-in-the-field Body by Fisher. You'll appreciate and applaud the exquisite workmanship, the fine fabrics and interior fittings. Particularly for you, there are such special conveniences as the handy little cranks that control the No-Draft Ventilation and the push-buttons that lock the doors.



YOUR PRACTICAL, PENNY-WATCHING SIDE will give you the "go-ahead" when you discover that Chevrolet's low-priced line that makes gas and oil go farthest. You can rely in Chevrolet's Big-Car style, comfort and performance with a clear conscience... for Chevrolet brings you BIG-CAR QUALITY AT LOW COST.



YOUR INSTINCT TO PROTECT those you love will be gratified by the all-steel safety and ease-of-handling of the new Chevrolet. Your gentlest foot pressure brings swift, sure response from the brakes. Steering is amazingly easy and shockproof. And you don't even have to take a hand off the wheel to operate Chevrolet's exclusive vacuum-power gearshift!

Be wise! Keep your present car in good running condition by bringing it to us for skilled service, now and at regular intervals, until you secure delivery of your new Chevrolet. Come in for a complete service check-up today!

## CHEVROLET

BIG-CAR QUALITY AT LOW COST

CHEVROLET

A PRODUCT OF GENERAL MOTORS

## GLEICHEN MOTORS

## Testing of Your Seed Grain

by Line Elevators Farm Service is supervised by highly trained expert scientists. Your Alberta Pacific Agent will arrange for germination tests free of charge.

The Alberta Pacific Grain Co. (1943) Ltd.

**PARRISH & HEIMBECKER LTD.**

Grain Receivers, Whippers and Exporters  
An old established firm with a reputation for doing business right.

Head office — Grade Exchange Bldg., Winnipeg  
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